

BEFORE THE ARIZONA CORPORATION COMMISSION Arizona Compration Commission

COMMISSIONERS

GARY PIERCE, Chairman BOB STUMP SANDRA D. KENNEDY PAUL NEWMAN BRENDA BURNS

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| In the matter of |) DOCKET NO. S-20755A-10-0342 |
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| FIVE STAR CAPITAL MARKETS LLC, a |) |
| Nevada limited liability company, | 72211 |
| | DECISION NO |
| JAMES PICCOLO and MARY | |
| ELIZABETH PICCOLO, husband and wife, | |
| | ORDER TO CEASE AND DESIST, O |
| CRAIG COTTRELL, CRD# 4552833, and | FOR RESTITUTION, ORDER FOR |
| ANDREA COTTRELL, husband and wife, | ADMINISTRATIVE PENALTIES A |

CHARLEVOIX HOMES LLC, an Arizona) limited liability company,) and) MICHAEL ROBERTS, an unmarried man,)

Respondents.

ORDER TO CEASE AND DESIST, ORDER FOR RESTITUTION, ORDER FOR ADMINISTRATIVE PENALTIES AND CONSENT TO SAME BY: RESPONDENTS FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO AND MARY ELIZABETH PICCOLO

FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO elect to permanently waive any right to a hearing and appeal under Articles 11 and 12 of the Securities Act of Arizona, A.R.S. § 44-1801 et seq. ("Securities Act") with respect to this Order To Cease and Desist, Order For Restitution, Order For Administrative Penalties and Consent To Same ("Order"). FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO admit the jurisdiction of the Arizona Corporation Commission ("Commission"); neither admit nor deny the Findings of Fact and Conclusions of Law contained in this Order; and consent to the entry of this Order by the Commission.

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I.

FINDINGS OF FACT

- 1. FIVE STAR CAPITAL MARKETS LLC ("FIVE STAR") is a Nevada limited liability company organized since March 24, 2005. According to the records of the Nevada Secretary of State, JAMES PICCOLO is the manager of FIVE STAR. According to the records of the Commission, FIVE STAR is not authorized to transact business as a foreign limited liability company in Arizona.
- 2. JAMES PICCOLO ("PICCOLO") is a resident of Scottsdale, Arizona. During all relevant times, PICCOLO operated Nouveau Riche Corporation ("Nouveau Riche") as the president and CEO. According to the records of the Commission, Nouveau Riche is a Nevada corporation authorized to transact business as a foreign corporation in Arizona. Nouveau Riche is located in Scottsdale, Arizona.
- 3. At all relevant times, PICCOLO and MARY ELIZABETH PICCOLO (may be referred to as "Respondent Spouse") were married. Respondent Spouse is joined in this action under A.R.S. §44-2031(C) solely for purposes of determining the liability of the marital community.
- 4. At all relevant times, PICCOLO was acting for his own benefit and for the benefit of and in furtherance of the marital community.
- 5. PICCOLO negotiated with MICHAEL ROBERTS ("ROBERTS") to allow FIVE STAR to offer the Charlevoix Note (as defined below), including negotiating the commissions that FIVE STAR would receive.
- 6. Between October 2005 and November 2006, Nouveau Riche Corporation ("Nouveau Riche") operated as "an educational company that educates people on real estate -residential real estate investing." Nouveau Riche conducted a series of classes on "dealing with residential real estate." Nouveau Riche sold home study programs and held seminars known as "Intensives" throughout the United States. Intensives were usually two-day seminars held

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throughout the United States to promote Nouveau Riche educational programs. CRAIG COTTRELL ("COTTRELL"), an instructor at Nouveau Riche, conducted some of the Intensives.

- 7. In the fall of 2005, as a benefit to the Nouveau Riche students, FIVE STAR, through COTTRELL and others, offered Nouveau Riche students who attended some of the Intensives an investment opportunity to purchase notes in CHARLEVOIX HOMES LLC ("CHARLEVOIX") real estate developments. Those Nouveau Riche students interested in making an investment received a document titled "Loan Agreement" ("Charlevoix Notes"). The Charlevoix Notes set forth the terms of the investment including the expected return, the collateral and the maturity date.
- 8. On October 1, 2005, after one of the Intensives, FIVE STAR and COTTRELL sent each of the attendees an email offering the attendees the opportunity to invest in the Charlevoix Notes ahead of other Nouveau Riche students. The email stated that "Jim [PICCOLO], Mike [ROBERTS] and I [COTTRELL] are very excited to share this fantastic offer with our community" and "the Phoenix Nouveau Riche community is the first to get the chance to act on the incredible 'Charlevoix Homes' opportunity before next Tuesday's nationwide conference call with Jim Piccolo, Mike Roberts (CEO of Charlevoix Homes) and myself."
- 9. The October 1, 2005, email also included a link to a power point presentation that further explained the Charlevoix Notes.
- 10. Furthermore, the October 1, 2005, email requested that people interested in making the investment in the Charlevoix Notes should "make [their] payments out to 'Charlevoix Homes' and mail or deliver (remember this is first come/first serve) them to [COTTRELL] . . . " at FIVE STAR's Scottsdale, Arizona, address.
- On October 11, 2005, another email was sent to each of the prospective investors 11. and provided another internet link for a "presentation that explains this exciting opportunity in detail including financials." The email also provided a website link to obtain a copy the Charlevoix Notes.

- 12. Once the Nouveau Riche students sent their funds to FIVE STAR and COTTRELL, COTTRELL would notify CHARLEVOIX. CHARLEVOIX would then mail the Charlevoix Notes to investors. The investors expected a return on investment in the Charlevoix Notes of eighteen percent (18%) per annum. CHARLEVOIX and ROBERTS received the investors' funds from FIVE STAR. The Charlevoix Notes were signed by ROBERTS on behalf of CHARLEVOIX.
- 13. FIVE STAR represented to investors that the Charlevoix Notes were to be secured either by a "2nd Deed of Trust held on behalf of all investors by Five Star Capital Markets" or by a "lien on lots." No second deed of trust or lien for the benefit of the investors, either individually or for the benefit of FIVE STAR, was ever recorded.
- 14. The Charlevoix Notes offering documents provided to investors stated that the investments were guaranteed by a "Charlevoix Home Corporate guarantee." However, there was no Charlevoix guarantee.
- 15. From October 2005 through November 2006, Charlevoix Notes were sold to 105 investors who invested \$5,616,226.59.
- 16. From October 2005 through November 2006, FIVE STAR and PICCOLO were not registered as securities dealers or salesmen with the Commission.
 - 17. The Charlevoix Notes were not registered with the Commission.
- 18. FIVE STAR misrepresented to offerees and investors that the investments in Charlevoix Notes were guaranteed by a "corporate guarantee" in CHARLEVOIX when, in fact, there was no guarantee.

II.

CONCLUSIONS OF LAW

- 1. The Commission has jurisdiction over this matter pursuant to Article XV of the Arizona Constitution and the Securities Act.
- 2. FIVE STAR and PICCOLO offered or sold securities within or from Arizona, within the meaning of A.R.S. §§ 44-1801(15), 44-1801(21), and 44-1801(26).

- 3. FIVE STAR and PICCOLO violated A.R.S. § 44-1841 by offering or selling securities that were neither registered nor exempt from registration.
- 4. FIVE STAR and PICCOLO violated A.R.S. § 44-1842 by offering or selling securities while neither registered as dealers or salesmen nor exempt from registration.
- 5. FIVE STAR and PICCOLO, directly or indirectly, violated A.R.S. § 44-1991 by (a) employing a device, scheme, or artifice to defraud, (b) making untrue statements or misleading omissions of material facts, or (c) engaging in transactions, practices, or courses of business that operate or would operate as a fraud or deceit.
 - a. FIVE STAR and PICCOLO misrepresented to offerees and investors that the investments in the Charlevoix Notes were guaranteed by a "corporate guarantee" in CHARLEVOIX when, in fact, there was no guarantee.
 - b. FIVE STAR and PICCOLO misrepresented to offerees and investors that the Charlevoix Notes were secured by a second deed of trust held on behalf of the investors by FIVE STAR or a lien recorded on the lots for the benefit of investors. There was no second deed of trust recorded for the benefit of FIVE STAR investors or any liens recorded on the lots to benefit the investors.
- 6. FIVE STAR's and PICCOLO's conduct are grounds for a cease and desist order pursuant to A.R.S. § 44-2032.
- 7. FIVE STAR's and PICCOLO's conduct are grounds for an order of restitution pursuant to A.R.S. § 44-2032.
- 8. FIVE STAR's and PICCOLO's conduct are grounds for administrative penalties under A.R.S. § 44-2036.
- 9. PICCOLO directly or indirectly controlled persons or entities within the meaning of A.R.S. § 44-1999, including but not limited to FIVE STAR. Therefore, PICCOLO is jointly and severally liable under A.R.S. § 44-1999 to the same extent as FIVE STAR for any violations of A.R.S. § 44-1991.

III.

ORDER

THEREFORE, on the basis of the Findings of Fact, Conclusions of Law, and FIVE STAR and PICCOLO consent to the entry of this Order, attached and incorporated by reference, the Commission finds that the following relief is appropriate, in the public interest, and necessary for the protection of investors:

IT IS ORDERED, pursuant to A.R.S. § 44-2032, that FIVE STAR and PICCOLO and any of their agents, employees, successors and assigns, permanently cease and desist from violating the Securities Act.

IT IS FURTHER ORDERED that FIVE STAR and PICCOLO comply with the attached Consent to Entry of Order.

IT IS FURTHER ORDERED, pursuant to A.R.S. § 44-2032, that FIVE STAR and PICCOLO individually, and the marital community of PICCOLO and Respondent Spouse, along with any respondent against whom an order is entered under Docket No. S-20755A-10-0342, are jointly and severally liable to pay restitution to the Commission in the principal amount of \$5,577,226.59. Payment is due in full on the date of this Order. Payment shall be made to the "State of Arizona" to be placed in an interest-bearing account controlled by the Commission. Any principal amount outstanding shall accrue interest at the rate of 10 percent per annum from the date of the Order until paid in full.

The Commission shall disburse the funds on a pro-rata basis to investors shown on the records of the Commission. Any restitution funds that the Commission cannot disburse because an investor refuses to accept such payment, or any restitution funds that cannot be disbursed to an investor because the investor is deceased and the Commission cannot reasonably identify and locate the deceased investor's spouse or natural children surviving at the time of the distribution, shall be disbursed on a pro-rata basis to the remaining investors shown on the records of the

Commission. Any funds that the Commission determines it is unable to or cannot feasibly disburse shall be transferred to the general fund of the state of Arizona.

IT IS FURTHER ORDERED, pursuant to A.R.S. § 44-2036 and A.R.S. § 44-1962, that FIVE STAR and PICCOLO individually, and the marital community of PICCOLO and Respondent Spouse, jointly and severally, shall pay an administrative penalty in the amount of \$100,000. Payment is due in full on the date of this Order. Payment shall be made to the "State of Arizona." Any amount outstanding shall accrue interest as allowed by law.

IT IS FURTHER ORDERED that payments received by the state of Arizona shall first be applied to the restitution obligation. Upon payment in full of the restitution obligation, payments shall be applied to the penalty obligation.

For purposes of this Order, a bankruptcy filing by FIVE STAR, PICCOLO and Respondent Spouse shall be an act of default. If FIVE STAR, PICCOLO and Respondent Spouse do not comply with this Order, any outstanding balance may be deemed in default and shall be immediately due and payable.

IT IS FURTHER ORDERED, that if FIVE STAR, PICCOLO and Respondent Spouse fail to comply with this order, the Commission may bring further legal proceedings against them, including application to the superior court for an order of contempt.

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Decision No. **72211**

IT IS FURTHER ORDERED that no finding of fact or conclusion of law contained in this 1 Order shall be deemed binding against any Respondent under this Docket Number who has not 2 3 consented to the entry of this Order. IT IS FURTHER ORDERED that this Order shall become effective immediately. 4 BY ORDER OF THE ARIZONA CORPORATION COMMISSION 5 6 7 COMMISSIONE 8 9 COMMISSIONER MMISSIONER 10 11 IN WITNESS WHEREOF, I, ERNEST G. JOHNSON, Executive Director of the Arizona Corporation Commission, 12 have hereunto set my hand and caused the official seal of the Commission to be affixed at the Capitol, in the City of Phoenix, this 3 day of MANCY, 2011. 13 14 15 16 ERNEST G. JOHNSON **EXECUTIVE DIRECTOR** 17 18 DISSENT 19 20 21 DISSENT 22 This document is available in alternative formats by contacting Shaylin A. Bernal, ADA 23 Coordinator, voice phone number 602-542-3931, e-mail sabernal@azcc.gov. 24 (wlc) 25 26

CONSENT TO ENTRY OF ORDER

- 1. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO admit the jurisdiction of the Commission over the subject matter of this proceeding. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO acknowledge that they have been fully advised of their right to a hearing to present evidence and call witnesses and they knowingly and voluntarily waive any and all rights to a hearing before the Commission and all other rights otherwise available under Article 11 of the Securities Act and Title 14 of the Arizona Administrative Code. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO acknowledge that this Order to Cease and Desist, Order For Restitution, Order For Administrative Penalties and Consent to Same ("Order") constitutes a valid final order of the Commission.
- 2. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO knowingly and voluntarily waive any right under Article 12 of the Securities Act to judicial review by any court by way of suit, appeal, or extraordinary relief resulting from the entry of this Order.
- 3. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO acknowledge and agree that this Order is entered into freely and voluntarily and that no promise was made or coercion used to induce such entry.
- 4. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO have been represented by an attorney in this matter, they have reviewed this order with their attorney, Jeff Matura, Esq., Graif Barrett & Matura, P.C., and understand all terms it contains. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO acknowledge that their attorney has apprised them of their rights regarding any conflicts of interest arising from dual representation. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO acknowledge that they have each given their informed consent to such representation.

- FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO neither admit nor deny the Findings of Fact and Conclusions of Law contained in this Order.
- 6. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO agree that they shall not contest the validity of the Findings of Fact and Conclusions of Law contained in this Order in any present or future proceeding in which the Commission or any other state agency is a party concerning the denial or issuance of any license or registration required by the state to engage in the practice of any business or profession.
- 7. By consenting to the entry of this Order, FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO agree not to take any action or to make, or permit to be made, any public statement denying, directly or indirectly, any Finding of Fact or Conclusion of Law in this Order or creating the impression that this Order is without factual basis. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO will undertake steps necessary to assure that all of their agents and employees understand and comply with this agreement.
- 8. While this Order settles this administrative matter between FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO and the Commission, they understand that this Order does not preclude the Commission from instituting other administrative or civil proceedings based on violations that are not addressed by this Order.
- 9. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO understand that this Order does not preclude the Commission from referring this matter to any governmental agency for administrative, civil, or criminal proceedings that may be related to the matters addressed by this Order.
- 10. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO understand that this Order does not preclude any other agency or officer of

 the state of Arizona or its subdivisions from instituting administrative, civil, or criminal proceedings that may be related to matters addressed by this Order.

- 11. FIVE STAR CAPITAL MARKETS LLC and JAMES PICCOLO agree that they will not apply to the state of Arizona for registration as securities dealers or salesmen or for licensure as investment advisers or investment adviser representatives until such time as all restitution and penalties under this Order are paid in full.
- 12. FIVE STAR CAPITAL MARKETS LLC and JAMES PICCOLO agree that they will not exercise any control over any entity that offers or sells securities or provides investment services within or from Arizona until such time as all restitution and penalties under this Order are paid in full.
- 13. JAMES PICCOLO agrees that he will continue to cooperate with the Securities Division including, but not limited to, providing complete and accurate testimony at any hearing in this matter and cooperating with the state of Arizona in any related investigation or any other matters arising from the activities described in this Order.
- 14. JAMES PICCOLO and MARY ELIZABETH PICCOLO acknowledge that any restitution or penalties imposed by this Order are PICCOLO's obligations as well as the marital community.
- 15. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO consent to the entry of this Order and agree to be fully bound by its terms and conditions.
- 16. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY ELIZABETH PICCOLO acknowledge and understand that if they fail to comply with the provisions of the order and this consent, the Commission may bring further legal proceedings against them, including application to the superior court for an order of contempt.

| 1 | 17. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY |
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| 2 | ELIZABETH PICCOLO understand that default shall render them liable to the Commission for its |
| 3 | costs of collection and interest at the maximum legal rate. |
| 4 | 18. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and MARY |
| 5 | ELIZABETH PICCOLO agree and understand that if they fail to make any payment as required in |
| 6 | the Order, any outstanding balance shall be in default and shall be immediately due and payable |
| 7 | without notice or demand. FIVE STAR CAPITAL MARKETS LLC, JAMES PICCOLO and |
| 8 | MARY ELIZABETH PICCOLO agree and understand that acceptance of any partial or late |
| 9 | payment by the Commission is not a waiver of default by the Commission. |
| 10 | 19. JAMES PICCOLO represents that he is manager of FIVE STAR CAPITAL |
| 11 | MARKETS LLC and has been authorized by FIVE STAR CAPITAL MARKETS LLC to enter |
| 12 | into this Order for and on behalf of it. |
| 13 | JAMES PICCOLO |
| 14 | FIVE STAR GAPITAL MARKETS LLC |
| 15 | |
| 16 | By JAMES PICCOLO As Manager |
| 17 | STATE OF ARIZONA) ss |
| 18 | County of) |
| 19 | SUBSCRIBED AND SWORN TO BEFORE me this Lay day of Jawaey , 2011. |
| 20 | Danami R. Valley |
| 21 | NOTARY PUBLIC My commission expires: |
| 22 | 9/30/2012 |
| 23 | MARIANNE R. VALLEJO |
| 24 | Notary Public, State of Arizona Maricopa County My Commission Expires September 30, 2012 |
| 25 | September 30, 2012 |
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| | Docket No. S-20755A-10-034 |
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| 1 | Mary Elizabeth Liccold |
| 2 | MARY ELIZABETH PICCOLO |
| 3 | STATE OF ARIZONA) |
| 4 |) ss County of) |
| 5 | |
| 6 | SUBSCRIBED AND SWORN TO BEFORE me this day of January, 2011. |
| 7 8 | NOTARY PUBLIC. Valleys |
| 9 | My commission expires: |
| 10 | 9/30/2012 |
| 11 | |
| 12 | MARIANNE R. VALLEJO Notary Public, State of Arizona Maricopa County My Commission Expires September 30, 2012 |
| 13 | My Commission Expires September 30, 2012 |
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| 1 | SERVICE LIST FOR: | FIVE STAR CAPITAL MARKETS LLC, James Piccolo, Mary Elizabeth Piccolo, Craig Cottrell, Andrea Cottrell, Charlevoix Homes | | |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--|--|
| 2 | | LLC and Michael Roberts | | |
| 3 | NAME & ADDRESS | | | |
| 4 | NAME & ADDRESS | | | |
| 5 | Jeffrey Matura | | | |
| 6 | Graif Barrett & Matura, PC 1850 N. Central Ave., Ste. 50 | 00 | | |
| 7 8 | Phoenix, Arizona 85004 Attorneys for FIVE STAR CAPITAL MARKETS LLC, James Piccolo and Mary Elizabeth Piccolo Craig Cottrell and Andrea Cottrell | | | |
| 9 | Michael Roberts | | | |
| 10 | 8711 E. Pinnacle Peak Rd., # Scottsdale, Arizona 85525 | 213 | | |
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